



PRESS RELEASE

BROKEN ARROW POLICE DEPARTMENT

2302 South First Place, Broken Arrow, OK 74012
PHONE: (918) 259-8400; FAX: (918) 451-0979

FOR IMMEDIATE RELEASE
BROKEN ARROW, OK August 6, 2004



Police Implement "Operation Safe Streets" to Reduce Traffic Problems

The beginning of a new school year is a great time for fresh beginnings and new challenges. Unfortunately, one of the challenges motorists face is increased traffic concerns. As school begins we realize a significant escalation in traffic and congestion that occurs on Broken Arrow streets. The increase in school related traffic historically results in an increase in the number of traffic collisions. In August 2003, the City of Broken Arrow suffered the greatest number of crashes for the entire year. This is a trend that police have observed for the past several years. The increase in crashes can be attributed to several factors, including the increase in vehicular traffic during the morning and afternoon rush hours, a change in the driving environment related to school zones & streets adjacent to area schools, the addition of school bus traffic and the significant number of inexperienced, teen drivers driving to and from school.

To address these concerns, the Broken Arrow Police Department will again implement "Operation Safe Streets". This is the fourth consecutive year our agency has implemented this traffic safety initiative as a proactive measure to decrease the amount of losses suffered from crashes in our community through increased enforcement of our traffic laws. *"During the first few weeks of school motorists will see a significant number of police officers working traffic enforcement around area schools"* according to Sergeant Ed Ferguson of the Traffic Specialist Unit. *"Broken Arrow Police will be very proactive in enforcing our traffic laws for the next few weeks, in a coordinated effort to reduce traffic collisions."* Officers will be assigned to work concentrated traffic enforcement, utilizing grant funding from the Oklahoma Highway Safety Office. The majority of this enforcement will be directed towards area school zones and streets adjacent to Broken Arrow & Union schools.

Officers will target Broken Arrow streets for collision causing violations, violations of failure to stop for school busses and school zone speed violators, both in the morning and afternoons beginning the first day of school on **August 12th**. *"There will be no grace period for motorist's committing violations in school zones. Our goal is to establish the safest environment possible for our children and motorists beginning the first day of school. If you enter a school zone indicated by a school zone speed sign and yellow flashing lights, you **must** adhere to the speed limit. If you fail to stop for a school bus that is stopped with red lights flashing, you risk receiving a \$250.00 citation"* according to Sgt. Ferguson. Motorists are reminded that Broken Arrow Schools will be open beginning Thursday, August 12th. Broken Arrow Police will immediately begin "Zero Tolerance" enforcement of school speed limits when school begins. Fines for speeding in school zones range from the minimum of \$150.00 to more than \$450.00.

To reach our goal of reducing the high number of traffic collisions after school begins, we are asking for the cooperation of all Broken Arrow motorists. Wear your seatbelt, watch your speed and drive responsibly. If you don't, you risk paying the price of a traffic citation, or suffering a significantly higher consequence of being involved in a traffic collision. The safety of our children is our number one priority. Please help your police to make this a safe school year for all Broken Arrow children and motorists.

Authority: Sergeant Ed Ferguson
Traffic Specialist Unit
(918) 451-8357 or (918) 585-4073

###